




SELLING ENERGY STAR® QUALIFIED PROGRAMMABLE THERMOSTATS: HOW YOU CAN PROFIT



When your customers purchase a programmable thermostat that has earned the ENERGY STAR, they can trust that it meets strict energy efficiency guidelines set by the US Environmental Protection Agency (EPA), with no compromise in quality. The ENERGY STAR is recognized by 40 percent of all Americans and is now found on products in more than 35 product categories, including electronics, lighting, office equipment, major appliances, and heating and cooling equipment.

ENERGY STAR qualified programmable thermostats are designed to increase home comfort and help save money on utility bills. Contractors use the ENERGY STAR to better sell a higher priced programmable thermostat while offering value and long-term savings to their customers.

WHAT DOES ENERGY STAR OFFER MY BUSINESS?

> **Value for Clients.** A properly used ENERGY STAR qualified programmable thermostat can save the average homeowner about \$100 each year if it is installed and used with the pre-programmed settings. Savings will also depend on the extent to which they used the setback/setup features on an earlier thermostat.

> **A Competitive Edge.** The demand for mercury-free products and energy-efficient solutions is driving the increased purchase of ENERGY STAR qualified programmable thermostats, the top performing, environmentally friendly thermostats. Stay ahead of the competition—offer energy savings your clients can count on for value, comfort, long-term savings, and environmental benefits.

> **High-Quality, Accurate Products.** ENERGY STAR qualified programmable thermostats are accurate within +/- 2 degrees and are manufactured by all of the well-known names in the industry.

> **Fewer Callbacks.** ENERGY STAR programmable thermostat manufacturers are redesigning their products to address consumer ease of use issues. Many now include backlit keypads; voice, phone, and touch pad screen programming; and other features that make programming easier for the consumer and reduce callbacks to you!

> **Third-Party Credibility and Marketing Tools.** Build upon ENERGY STAR, the trusted symbol for energy efficiency and environmental protection from the US Environmental Protection Agency and Department of Energy. Take advantage of marketing tools such as ENERGY STAR logos, fact sheets, advertising templates, and the Web site (www.energystar.gov).

HOW DOES ENERGY STAR HELP THE ENVIRONMENT?

The average household spends \$1300 per year on utility bills, with as much as half going to heat and cool the home. A home's HVAC system presents one of the best opportunities to increase energy efficiency (while also improving comfort!). When you use less energy, fewer fossil fuels are burned at your local power plant, which means less air pollution. If one household in ten bought ENERGY STAR heating and cooling equipment, the change would prevent 17 billion pounds of air pollution.

HOW DO I GET STARTED?

> **Get Educated.** Learn about the benefits of ENERGY STAR, including the potential savings on homeowner utility bills. Request and use ENERGY STAR's HVAC Investor Software in order to 1) calculate short and long-term financial and environmental benefits provided by a high efficiency system, and 2) compare the costs/savings of repairing an existing system versus purchasing a less efficient system. Demonstrate the total savings to your customers.

> **Offer ENERGY STAR.** Provide bids for ENERGY STAR qualified heating and cooling equipment and programmable thermostats as well as energy efficiency improvements for their overall system (such as checking the home envelope or duct system for leaks).

> **Discover Rebates.** You and your customer can profit from a national or local rebate toward an ENERGY STAR qualified heating or cooling system. Find out if they're available.

> **Customize Marketing Tools From ENERGY STAR.** Use and reference ENERGY STAR's Web site, fact sheets, advertising templates, and logos. These logos can be downloaded from www.energystar.gov/linkage.

WHICH PRODUCTS QUALIFY FOR THE ENERGY STAR?

Contact your preferred manufacturer to find out their selection of ENERGY STAR qualified programmable thermostats. Or, visit www.energystar.gov for a list of qualifying products.

HOW DO PROGRAMMABLE THERMOSTATS QUALIFY FOR THE ENERGY STAR?

ENERGY STAR qualified programmable thermostats are generally shipped with a pre-set energy saving program (four settings a day) that has both a weekday and weekend option. To qualify, a programmable thermostat must be accurate within +/- 2 degrees. And, it must be designed with additional energy saving features, such as a feature to reduce the amount of auxiliary heat from a multi-stage heat pump—a feature not found in manual thermostats.

SAMPLE SETPOINT TIMES AND TEMPERATURE SETTINGS			
SETTINGS	TIME	SETPOINT TEMP. (HEAT)	SETPOINT TEMP. (COOL)
WAKE	6 AM	70° F	78° F
LEAVE	8 AM	62° F	85° F
RETURN	6 PM	70° F	78° F
SLEEP	10 PM	62° F	82° F

CONTACT INFORMATION:

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- > Julia Judd, Consultant to EPA: (202) 862-1247, jjudd@icfconsulting.com. For general information and information on national or local consumer rebates on ENERGY STAR qualified cooling equipment.
- > Gwen Duff, Consultant to EPA: To request HVAC Investor Software, please email gduff@icfconsulting.com.